

Convention and Tourism Advisory Committee
Tuesday, January 19, 2006 – Minutes

Members Present: Bette Timmel, Marlene Leister, Ben Vidricksen, Kathy Tolbert, Dave Miller

Members Absent: Gerald Cook, Don Marrs, Jennifer Sturges

Guests/Staff Present: Keith Rawlings – Salina Bicentennial Center; Sylvia Rice, Tiffany Benien, Andi Pahl – Chamber Staff

Minutes

The Minutes of the December 2005 meeting were reviewed.

Financial Statement

The December Financial Statement was reviewed.

Division Updates:

Sports Market

Tiffany listed the following upcoming sports events:

- Salina Invitational Basketball Tournament starts Saturday, January 18.
- The Mid America Racquetball Tournament will be held at the YMCA January 20-22.
- Kansas Kids Wrestling Tournament of Champions will be at the Bicentennial Center January 27-28.
- AAU X-treme Girls Gymnastics starts at Memorial Hall on January 27.
- Kansas 4A State Wrestling – Tiffany said she is now concentrating on the upcoming state wrestling event and looking for volunteers. The event takes place February 24-25.
- 2006 NJCAA – Salina JUCO Basketball Blast – Basketball Task Force members continue working to find in-kind sponsors for the tailgate event. The focus for this year's games is the championship game day and tailgate party, which begins at 11:00am on Sunday, March 26. The band "Northcutt" has been scheduled to entertain at that event. The Championship game will be filmed by CSTV.
- Basketball Booth – We will again have booths at both the AMBUCS Leisure Living & Sports Show and the Salina Homebuilders Home & Garden Show to help promote the March basketball games, and especially the JUCO Blast. We are now in the process of securing volunteers to work the booth for these shows.
- Fall Football – Kansas State High School is changing some of the sites where the Fall 2006 football games will be held. There is a good chance that we will host one of the games.

Convention Market

Sylvia gave the following update:

- Kansas Flying Farmers – The Kansas Flying Farmers have signed a contract with the Courtyard by Marriott for March of 2007. This will be their first time to meet in Salina.
- January Conventions – Sylvia reported that we are halfway through the January conventions, which have included the Kansas Society of Land Surveyors (400pp), the Lions Mid Winter Rally (300pp), and Teen Women in Science Technology (200pp). Still to come this month are the Kansas Association of Auctioneers 50th Anniversary (215pp), No-till on the Plains (1500pp), and the Kansas Association of Insurance Agents (600pp).
- Grand Lodge of Kansas – The Masons will be here in March. Charlie McClain is their meeting planner. There is a question about their future in Salina.
- Jo Ann is working on several proposals.

Tourism Market

Sylvia gave the following tourism market update:

- TIAK – Sylvia attended the TIAK Board Meeting in Topeka January 12. Steven Koranda is the new TIAK president. Discussions centered on the primary issues now going through legislature such as gaming, eminent domain, and increased spending for state Travel & Tourism. A comprehensive strategic plan is being created, lead by Senator Nick Jordan, to show how this money will be used.
- TIAK – Sylvia will attend the Legislative Awareness Day to be held in Topeka on February 9.

- TIAK – A new educational opportunity for cooperative marketing is being looked at by TIAK. The state is looking at TIAK to step up an educational program for the future that includes teleconferencing and Internet-based opportunities.
- KMMA – KMMA met in Topeka last week. There were about 50 people in attendance including some new people with new ideas. The cooperative marketing program specific to motorcoaches was discussed. There will be two upcoming FAM tours in 2006, one four or five day tour in the spring for Western Kansas and the other in the fall for Eastern Kansas. The 35-40 tour planners will fly in and out of Wichita for the April FAM. Arrangements are being made for their stop in Salina, which includes a trade show at the Bicentennial Center.
- Smoky Hill River Festival – Sylvia met with several representatives from Arts & Humanities last week to discuss the marketing of the River Festival. They are looking at areas in which the festival can grow. The largest growth potential was recognized as Sunday attendance. Key targets for that day would be travel writers and bus tour groups, as well as Ft. Riley's military population increase for this year.
- Advertising – Sylvia is working on insertions for various publications and in particular *AAA Kansas Journeys*, which is doing a feature on Rolling Hills Wildlife Adventure in their April issue. She is asking local businesses if they would like to do a coop ad for this publication, and she is also considering including a sidebar on the Smoky Hill River Festival.
- Hospitality Group – The Hospitality Group will meet at the new Courtyard by Marriott on Thursday January 19. The coop ad for AAA will be one of the topics on the agenda for that meeting.
- Travel Reports – Sylvia handed out reports to the committee from *AAA Marketing News*, Meredith Corporation, and the *Rocky Mountain News* discussing current trends. She also discussed how we are doing comparatively in areas of ADR, occupancy, and RevPAR. We are hoping our properties will push toward an increase in ADR in the coming year.

Other Business

Ben Vidricksen gave an update on the Scouting Museum being planned at the Yesteryear Museum. He reported that \$400,000 has been raised so far toward the project. He also said that all the funds have been raised for Kansas Wesleyan University's new student union.

Keith Rawlings announced upcoming events being held at the Salina Bicentennial.

Next Meeting

The next Convention & Tourism Advisory Committee Meeting will be held February 7 at the Chamber.

Upcoming Events

Upcoming meetings, conventions and events were noted.

The meeting adjourned at 8:35 a.m.